

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous.
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 18 9:30 A.M.- 11:30 A.M.	PRESS BREAKFAST HF. A group of twelve table settings, the "Eater's Digest", inspired by twelve magazines, will be shown to the press on this date at a breakfast on the Ninth Floor. By invitation only. Publicity: Elizabeth Ready, WI. 7-3300.	LORD & TAYLOR	424 FIFTH AVENUE
Thursday Oct. 18- Oct. 19	NATIONAL CONFERENCE M. A national two-day Office Management Conference has been called to discuss plans for meeting the current shortage of clerical workers. Contact: E.H. Conarroe, American Management Assn., 330 W. 42nd St., N.Y.C.	AM. MANAGEMENT ASSN.	HOTEL NEW YORKER
Oct. 21- Oct. 27	F. INTERNATIONAL FOOD SHOW, AUDITORIUM, MINNEAPOLIS, MINN. CONTACT: RALPH W. FERGUS, 118 SOUTH STREET, DES MOINES, IOWA.		

WEEK BEGINNING MONDAY, OCTOBER 22, 1951

Monday Oct. 22 5:30 P.M.	CLOSING DATE FOR AWARDS HF. The closing date for entries in Hess Bros. Annual Awards for versatility in design of home furnishings, fabrics, and so on, has been postponed from Oct. 1, as previously listed, to this date. No fee; eligibility is dependent on multiplicity of use. Judging will take place Oct. 25. Entry blanks available. Contact: Mr. M. Levine, Hess Bros., Allentown, Pa. or E. Milling, Bert Nevins, Inc., WI. 7-9715.	HESS BROTHERS	ALLENTOWN, PA.
Oct. 22- Oct. 25	HF. EXHIBIT OF ROOMS BY N.E. CHAP, OF A.I.D., JOHN HANCOCK BLDG., BOSTON. CONTACT: DOROTHY GILDARD, MODERN FURN. CO., 376 S. MAIN ST., FALL RIVER, MASS.		
Monday Oct. 22 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY HF. The press is invited to attend the formal opening of the House of Kroll Fabrics, a building dedicated to the Boris Kroll credo of producing the finest possible home furnishings fabrics. Among the new services it will offer decorators are facilities for creating the design on the premises, selecting yarns and having them dyed the desired shades and woven immediately into samples. Another outstanding feature will be a permanent exhibit, open to students, tracing the entire process of fabric making from the raw material to the finished product. New Jacquard textures will be displayed. Publicity: Carson-Ruff Associates, MU. 2-2055.	BORIS KROLL	220 EAST 51ST STREET
Monday Oct. 22- Oct. 27	FOURTH ANNUAL SUMMER FURNITURE MARKET HF. Sixty members of this association are expected to exhibit in Chicago this fall. New groups and styles in every classification - wrought-iron, steel, rattan, aluminum and wood - will be shown. Publicity: Harold J. Siesel, FL. 3-3790.	NATL. ASSN. OF SUMMER FURNITURE MFRS.	MERCHANDISE MART AM. FURNITURE MART

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 22- April 14	ANNUAL ADVERTISING COURSE <u>AP.</u> This annual course will be held on 22 consecutive Mondays in the Astor Gallery. Tuition, \$15. Contact: Education Committee, Advertising Women of New York, Inc., 1233 Sixth Avenue, New York 19, N. Y.	ADV. WOMEN OF NEW YORK	WALDORF-ASTORIA
Oct. 22- Oct. 27	M. NATIONAL BUSINESS SHOW, GRAND CENTRAL PALACE, NEW YORK, N. Y. CONTACT: W. A. TUPPER, 30 VESEY STREET, NEW YORK 7, N. Y.		
Oct. 22- Oct. 27	F. NATIONAL HONEY WEEK. SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON 3, WISC.		
Tuesday Oct. 23 12:00 M.- 6:00 P.M.	ANNUAL DIRECT MAIL SEMINAR <u>AP.</u> This annual seminar begins with a luncheon followed by afternoon sessions and a cocktail party. Tickets, \$5. Contact: J.R. Connor, The Anvil, 4122 Edmunds Street, N.W., Washington 7, D.C.	WASHINGTON ADVERTISING CLUB	STATLER HOTEL WASHINGTON, D.C.
Tuesday Oct. 23 8:00 P.M.	FIFTH LECTURE <u>HF.</u> Subject of this lecture is "Health - Do Furnishings Help or Hinder?" Dr. Ernest Wolf, Wellesley College; Dr. Janet Travell, Cornell University Medical College; Myrtle Fahsbenner, Westinghouse Electric Corp.; and George Nelson, architect and industrial designer, will be the speakers. Tickets are \$2. Contact: Josephine Brush, Home Fashions League, MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH ST.
Wednesday Oct. 24 5:30 P.M.	SHOP TALK DINNER <u>AP.</u> Three professional advertising women, Eugenie Stamler, Biow Co.; Helen Herd, Pontiac Daily Press, and Sally Martin, Mademoiselle, will be the main speakers. Dinner, cocktail and program, \$4.50. For members only. Contact: Harriet Raymond, Chairman, CI. 5-4149.	ADV. WOMEN OF N.Y.	23 PARK AVENUE
Wednesday Oct. 24	<u>HF.</u> REGULAR MEETING, HOME FURNISHINGS CLUB, HOTEL STATLER, NEW YORK CITY CONTACT: HENRY DE BRITO, IO. 5-2381.		
Thursday Oct. 25 4:00 P.M.- 7:00 P.M.	NEW LINE TO BE SHOWN <u>E.</u> The new 1950 line of Estate ranges will be previewed on this date with some models on display. Estate officials from Hamilton, Ohio, will be present. By invitation only. Publicity: Martin Weiss, Lerrick & Weiss, PL. 5-3997.	ESTATE STOVE CO.	BARBIZON-PLAZA
Thursday Oct. 25 7:00 P.M.	PRESS DINNER <u>F.</u> The annual Spice Trade Assn. dinner is to be a Mexican Fiesta this year. By invitation only to the press. It will be held in the Belvedere Room. Publicity: Thelma Weir, Publicity Associates, IO. 5-3209.	AMERICAN SPICE TRADE ASSN.	HOTEL ASTOR
Oct. 25- Nov. 2	F. CLEVELAND FOOD & HOME SHOW, CLEVELAND PUBLIC AUDIT, CLEVELAND, OHIO CONTACT: H.S. GLENZER, 1847 EAST 55TH STREET, CLEVELAND 3, OHIO.		
Oct. 25- Nov. 3	F. APPLE WEEK. SPONSOR: NATL. APPLE WEEK ASSN., 154 EAST AVENUE, ROCHESTER, N. Y.		
Oct. 27- Nov. 1	B. NATL. TRADE SHOW, NATL. ASSN. OF HOME BUILDERS, CLARIDGE, ATLANTIC CITY. CONTACT: MR. FRANK W. CORTRIGHT, 1028 CONN. AVE., N.W., WASHINGTON, D.C.		
Tuesday Oct. 23	<u>HF.</u> LATE NOTICE: INVITATION PRESS PARTY, 4:30-6:30, TO SHOW NEW WALLPAPERS RICHARD E. THIBAUT, 44 E. 53RD ST. CONTACT: MARY SULLIVAN, PL. 9-4610.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 27- Nov. 3	<u>F.</u> BALTIMORE FOOD SHOW & HOME APPLIANCE EXPOSITION, 5TH REG. ARMORY. CONTACT: JOSEPH L. MANNING, ROOM 403, 22 S. LIGHT ST., BALTIMORE 2, MD.		
Oct. 27- Nov. 3	<u>HF.</u> CANADA RADIO WEEK. CONTACT: JOHN D. CAMPBELL, CANADIAN WESTINGHOUSE CO. LTD., HAMILTON, ONT.		

WEEK BEGINNING MONDAY, OCTOBER 29, 1951

Monday Oct. 29- Nov. 2	FURNISHINGS AND FABRICS <u>HF.</u> An exhibit arranged by the Portland chapter of the A.I.D. will present a range of decorative periods in furnishings keyed to Northwest homes. There will also be a supplementary showing of Scalandre decorating fabrics. Open daily, 10 A.M. to 5 P.M. Contact: Grace Holm, Oregonian Hostess House, S.W. Broadway & Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORTLAND, OREGON
Tuesday Oct. 30 12:30 P.M.- 2:00 P.M.	PRESS LUNCHEON <u>HF.</u> A press luncheon to introduce new Waite rugs will be held at the company's New York showroom on the 15th floor. By invitation only. Publicity: Faith E. Willcox, MU. 6-0592.	WAITE CARPET CO.	295 FIFTH AVENUE
Tuesday Oct. 30 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> <u>Please Note Change of Date.</u> The second annual exhibition of fabrics by painters and sculptors will be shown to the press and will remain open until Dec. 15. It may be seen by the trade and public, only, from 10 A.M. to 6 P.M. daily. Modern American fabrics designed by Perspectives will be featured and a special Pan-American group of inspirational material by South American artists will also be shown. Refreshments will be served. By invitation only. Publicity: Marsh Healy Associates, 2 West 46th St., PL. 7-5809.	PERSPECTIVE GALLERY	34 EAST 51ST STREET
Oct. 31- Nov. 3	<u>B.</u> PAINT INDUSTRIES' SHOW, CHALFONTE-HADDON HALL, ATLANTIC CITY, N.J. CONTACT: C. HOMER FLYNN, 1524 CHESTNUT ST., PHILADELPHIA 2, PENNA.		
Wednesday Oct. 31 Just out	BOOK OF CENTERPIECES <u>HF.</u> A new book on arrangements of driftwood and other dried materials will be published by Tatsua Ishimoto, the author of "The Art of Flower Arrangement." Publicity: Sam Post, MU. 5-8550.	CROWN PUBLISHERS	419 FIFTH AVENUE
Thursday Nov. 1 9:00 A.M.- 11:00 A.M.	PRESS BREAKFAST <u>HF.</u> A Continental Breakfast will be held for the press to introduce M. Singer & Sons' new line - Modern by Singer - an entirely new approach to modern furniture - designed by a distinguished group of Italian and American architects and designers. Included are Gio Ponti, Carlo di Carli, Ico Parisi, Carlo Mollino and Bertha Schaefer, A.I.D., noted designer and colorist. A new modern showroom, designed by Richard Kelly, well-known lighting consultant, and Miss Schaefer has been created to house this new group of some thirty-five cabinet and upholstered pieces. Press party by invitation only. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET
Thursday Nov. 1 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> The new Dunbar showrooms designed by Edward J. Wormley will be shown to the press at a cocktail party on this date. By invitation only. Contact: Harold Siesel, PL. 3-3790.	DUNBAR FURN. CO.	305 EAST 63RD ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 Just out	NEW WALLPAPER PATTERN <u>HF.</u> A new Johannes Schiffer wallpaper pattern showing a famous French Riviera landscape rendered in free, modern style is to be available. Monotone wash drawing technique in white on high-style colored grounds makes this design particularly appropriate for dining rooms or halls. Contact: Inez Croom, CY. 2-2483.	INEZ CROOM, INC.	3406 PARK AVENUE
Nov. 4- Nov. 11	<u>G.</u> NATIONAL FLOWER WEEK, SPONSOR: SOC. OF AM. FLORISTS & ORNAMENTAL HORTICULTURALISTS, 600 SOUTH MICHIGAN AVE., CHICAGO 5, ILLINOIS.		
Nov. 4- Dec. 2	<u>HF.</u> SIXTEENTH NATL. CERAMIC EXHIBITION, MUSEUM OF FINE ARTS, SYRACUSE, N.Y. CONTACT: ANNA W. OLMSTEAD, 407 JAMES STREET, SYRACUSE 3, N.Y.		

ADVANCE DATES AND NOTICES

Monday Nov. 5 4:00 P.M.- 7:00 P.M.	TRADE COCKTAIL PARTY <u>HF.</u> A cocktail party will be held for the trade to introduce M. Singer & Sons' new line - Modern by Singer - designed by a distinguished group of Italian and American architects and designers listed under date of Nov. 1 above. Contact: Arnold Singer, AL. 4-4612; Publicity: Hilda Kassell, PL. 9-2917.	M. SINGER & SONS	36 EAST 19TH STREET
Monday Nov. 5	NEW GLASSWARE LINE <u>HF.</u> On this date and coincidental with the publication of the Nov. 5 issue of Life, Libbey Glass will start its promotion of the new Treasure Island glassware line and the Kentucky Tavery whiskey packaged in a matching decanter by Glenmore Distilleries. Publicity: Steve Hannagan, PL. 5-2900.	LIBBEY GLASS	TOLEDO, OHIO
Monday Nov. 5- Nov. 7	CRAFTS EXHIBIT <u>HF.</u> An exhibit of handweaving, ceramics and silver, sponsored by the Portland Arts and Crafts Society will be held. Table settings featuring handmade linens, pottery and silver will be shown as well as a display tracing the development of Oregon flax fibre into yarn. Open daily 10 A.M. to 9 P.M. Contact: Grace Holm, Oregonian Hostess House, S.W. Broadway and Columbia, Portland, Oregon.	OREGONIAN HOSTESS HOUSE	PORTLAND 1, OREGON
Nov. 5- Nov. 8	<u>HF.</u> PHILADELPHIA ANTIQUES FAIR, BELLEVUE-STRATFORD, PHILADELPHIA, PA. CONTACT: C. B. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y.		
Nov. 5- Nov. 8	<u>HF.</u> COPLEY PLAZA ANTIQUES SHOW, COPLEY PLAZA HOTEL, BOSTON, MASS. CONTACT: MRS. DOROTHY HAZEN, 660 MADISON AVENUE, NEW YORK 21, N.Y.		
Nov. 5- Nov. 8	<u>B.</u> ALL-INDUSTRY REFRIGERATION AND AIR CONDITIONING EXPOSITION, NAVY PIER CHICAGO, ILL., CONTACT: GEORGE E. MILLS, 1346 CONN. AVE., WASHINGTON 6, D.C.		
Nov. 5- Nov. 8	<u>HF.</u> ST. JOSEPH HOME SHOW, ST. JOSEPH, MISSOURI. CONTACT: BERNARD WITT, JR., 401 N. 4TH ST., ST. JOSEPH, MISSOURI.		
Nov. 5- Nov. 11	<u>M.</u> WOMEN'S INTERNATL. EXPOSITION OF ARTS & INDUSTRIES, 71ST. REG. ARMORY. CONTACT: MRS. ADELE B. SCOTT, 480 LEXINGTON AVENUE, NEW YORK 17, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 6- Nov. 7	KATHI URBACH EXHIBIT <u>HF.</u> In connection with an exhibit of her decorative art work, artist-designer Kathi Urbach will make a personal appearance at R. H. Stearns. Many special fabric-sculptured figurines, in color combinations to match selected dinnerware patterns, will be shown as well as several of her large fibre paintings and three-paneled sculptured screens. Publicity: Frances Carter Scott, OR. 5-3815.	R. H. STEARNS	BOSTON, MASS.
Thursday Nov. 8	<u>HF.</u> REGULAR MEETING, UPH. FURN. MFRS. ASSN., HOTEL McALPIN, NEW YORK, N.Y. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Nov. 8- Nov. 9	<u>M.</u> PRODUCTION CONFERENCE, A. M. A., PALMER HOUSE, CHICAGO, ILLINOIS CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		
Nov. 11	ARMISTICE DAY (Holiday on Monday, Nov. 12).		
Nov. 11- Nov. 15	<u>HF.</u> SOUTHWESTERN ANTIQUE SHOW, SCIENCE BLDG., DALLAS, TEXAS. CONTACT: MRS. MARGARET TREMBLEY, 2706 FAIRMONT ST., DALLAS, TEXAS.		
Nov. 11- Nov. 18	<u>HF.</u> FRESNO NATIONAL HOME SHOW, FRESNO, CALIFORNIA. CONTACT: JIM WILSON, MGR., 324 ANGLO BANK BLDG., FRESNO, CALIFORNIA.		
Nov. 12- Nov. 15	<u>HF.</u> NATL. ASSN. OF BEDDING MFRS. TRADE SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: W. H. GLEASON, ROOM 1647, MERCHANDISE MART, CHICAGO 54, ILL.		
Nov. 12- Nov. 15	<u>F.</u> NATIONAL BEVERAGE EXPOSITION, WASHINGTON, D. C. CONTACT: JOHN J. RILEY, 1128 16TH STREET, N.W., WASHINGTON 6, D. C.		
Nov. 12- Nov. 17	<u>HF.</u> EASTERN STATES ANTIQUES FAIR, WHITE PLAINS, N. Y. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Tuesday Nov. 13 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW <u>HF.</u> An exhibition of antique 18th and early 19th century scenic wall-papers from the collection of Isabella Barclay, Inc., will be shown to the press at a cocktail party. Contact: Harold Siesel, PL. 3-3790.	BRUNOVAN, INC.	383 MADISON AVE.
Nov. 15- Nov. 16	<u>M.</u> INSURANCE CONFERENCE, A.M.A., DRAKE HOTEL, CHICAGO, ILLINOIS. CONTACT: J.O. RICE, 330 WEST 42ND STREET, N.Y.C.		
Nov. 22	THANKSGIVING DAY (Holiday).		
Nov. 23- Nov. 28	<u>E.</u> ANNUAL ELECTRICAL & HOME APPLIANCE SHOW, BALBOA PARK, SAN DIEGO, CAL. CONTACT: J. CLARK CHAMBERLAIN, 523 ELECTRIC BLDG., SAN DIEGO, CALIF.		
Nov. 25- Nov. 27	<u>B:HF.</u> OHIO HOME BLDRS. ASSN. CONVENTION & EXPOSITION, ALLERTON HOTEL, CLEVELAND, O. CONTACT: A. H. FALACE, 5 E. LONG ST., COLUMBUS 15, OHIO.		
Thursday Nov. 29	<u>HF.</u> SIXTH ANNUAL MEETING UPHOLSTERY & DRAPERY FABRIC MFRS. ASSN. WALDORF-ASTORIA, N.Y.C., CONTACT: JAMES L. FRI, 500 FIFTH AVENUE, NEW YORK 18.		
Dec. 3- Dec. 5	<u>HF.</u> HERSHEY ANTIQUES EXPOSITION, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 483 W. MARKET ST., YORK, PENNSYLVANIA.		

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

Friday AFRICAN SCULPTURE SHOW SEGY GALLERY 708 LEXINGTON AVE.
Oct. 19- M. An exhibit of fine African sculpture from private European collections
Nov. 29 will go on view. A private press preview will be held on Oct. 19 from
8:30 to 11 P.M. Contact: Segy Gallery, EL. 5-3859.

Sunday FREE CLASSES BROOKLYN MUS. ART SCHOOL EASTERN PARKWAY
Oct. 21 M. A program of free art classes for beginners will start on this date
as a community service to encourage people to take up art as a hobby. The
program will consist of a series of two session courses meeting one day
a week on consecutive weeks. They will be held on Fridays, 7:30 to 10
P.M.; Saturdays and Sundays, 1:30 to 4 P.M. with a new series starting
every two weeks throughout the school year. Art materials are also free.
Registration, in person only - no telephone information - Wednesdays, 1:30
to 3:30 P.M.; Fridays, 7:30 to 8:30 P.M.; Saturdays and Sundays, 2 to 4
P.M. Publicity: John Gordon, NE. 8-4472.

Friday CHRYSANTHEMUM SHOW N.Y. BOTANICAL GARDEN BRONX PARK, N.Y.
Oct. 26- G. The seventh annual chrysanthemum show will feature displays by Totty's
Oct. 28 of Madison, N.J., Julius Roehrs Co. of Rutherford, N.J. and classes in
artistic arrangement. Publicity: Dorothy E. Hansell, LU. 4-8500.

Nov. 8- G. AUTUMN FLOWER SHOW, HORTICULTURAL SOCIETY OF N.Y., ESSEX HOUSE, N.Y.C.
Nov. 10 CONTACT: RICHARD B. FARNHAM, 157 W. 58TH ST., ESSEX HOUSE, N.Y.C.

Tuesday PRESS PREVIEW BROOKLYN MUSEUM EASTERN PARKWAY
Nov. 13 M. A press preview of "Revolution and Tradition", an exhibition tracing
the chief movements in American painting from 1900 to the present will be
held on this date and will be open to the public from Nov. 15-Jan. 6.
Publicity: John Gordon, NE. 8-5000.

Wednesday GOOD DESIGN EXHIBIT MUSEUM OF MODERN ART 11 WEST 53RD STREET
Nov. 28- HF. The best designs in home furnishings selected from the Chicago Mer-
Jan. 27 chandise Mart exhibition for 1951 will be on view here. Publicity: Betty
Chamberlain, CI. 5-8900.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing;
furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors
who cover every phase of the home furnishings field on national trade and consumer
publications. Non-subscribers pay \$25 for this list. Personnel changes and addi-
tions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise.
Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in
advance. Let us have your listing as early as possible so that we may help you
to avoid conflicts in dates and give you increasingly better service. New events,
last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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